



HOTEL PRODUCT ASSESSMENT CASE STUDY

A supplier study was conducted to determine if sales growth can be achieved for product designed for upscale hotels

AT A GLANCE


SUPPLIER NEED

- Determine if new product will sell in hotels
- Identify competitors and key customers
- Understand if product will work with existing technology
- Create sales strategy for hospitality market


BUSINESS ANALYSIS PERFORMED


- Identified upscale and luxury segment as target and # hotels, brands, management companies
- Completed competitive analysis with like products and other technologies that would create obstacles for product entry into hotels
- Evaluated if product would perform with current equipment and technology in majority of hotels
- Created business strategy to attract and attain hotelier customers

RESULTS

1
 Major direct competitor identified

34,500
 Hotels and brands suitable for product usage in U.S.A.

4
 Identified barriers requiring R&D and usage agreements

 Our team of hospitality veterans identifies revenue boosting opportunities for hoteliers and develops long term solutions for the industry.

BACKGROUND

The supplier customer wanted to sell manufactured products to hotels in the United States after successful sales to a limited number of hotels in Asia. The company hired a Sales Director and has found challenges in understanding the hospitality ecosystem, key decision makers and stakeholders in the U.S. and requires a study and deeper understanding of the industry procurement process with hotels, brands, management companies and GPO's.

KEY FINDINGS

The hotel market has been shifting to technologies that are competing with this companies product mostly in the United States. Brands are driving the business decisions. The customers product is high-end and top quality and there will be independent luxury hotels that will find the product attractive and want to buy it.

Primary Findings:

- Product requires integration into existing technology equipment
- The typical cleaning and sanitizing methods hotels use will not be possible with this product. An alternative will need to be recommended that is easy and cost effective.
- This supplier can offer significant savings. There is a major competitor that has contracts and agreements with brands and GPOs, but is much more expensive.

RECOMMENDATION

Through a sales strategy plan, we recommended the market that is a target for their product and the staff, sales methods, service requirements needed to boost sales. Research & development and technology agreements will be required to expand into hotels that utilize this tech equipment.

OUTCOME

Client received the United States hospitality education, data and study they desired and will deploy the recommended systematic sales strategies while obtaining the integration agreements necessary.

Projected sales: \$24M

20% market penetration rate